

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Semester 5

Paper Name: Print & New Media

Course Type: Major (M10)

Paper Code: FYBMS 501

Credit: 3

Objective

This paper helps students understand the fundamentals of print journalism, including reporting, writing, and editing. It also enables students to recognize how new media has evolved from traditional forms and appreciate its scope and potential—particularly in mobile journalism, citizen journalism, and digital storytelling.

Course Outcome

1. Write effective news reports, headlines, editorials, and opinion pieces
2. Design and layout newspapers, newsletters, and magazines
3. Finalize the writing and publication of newspapers; create, curate, and publish blogs
4. Analyse and edit reports for traditional and digital platforms
5. Apply principles of citizen and mobile journalism using contemporary tools

| Module | Content | Teaching Hours | CO | PO |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----|----|
| 1 | Understanding News, Newsworthiness and News Sources <ul style="list-style-type: none">• Difference between Journalist and Reporter• What is news: nature, importance, functions,• News judgement and News Values, Identifying News Stories - from story idea to source, Gathering and Cultivating different News sources -primary and secondary,• News Agencies, social media as a source of news.• Components of a News Story - Headline, Deck, Byline, Dateline/Placeline, Lead, Body/Text, Quotes, Attribution, Photos, Cutline/Caption, Infographic, Jump line, Tagline. | 6 | 1 | 1 |

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| Module | Content | Teaching Hours | CO | PO |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----|----|
| 2 | News Writing <ul style="list-style-type: none"> • Styles and Structures of a News Report - Inverted pyramid, Feature style, Hourglass Style, Chronology, Nut Graph, Martini Glass, The Kabob, Transitions. • Types of leads -summary, anecdotal, direct appeal, first-person, observational, question, quote, descriptive, bullet, staccato, contrast, blind and delayed identification, sequence, multiple elements. • Body text, Answering W's & H, News angles, adding quotes and background, Alternate story structures and writing styles. • Feature Writing - Characteristics, types, process and techniques. Narrative Journalism, People Profiles. • Covering Press Conferences and scheduled events, Drafting stories from Press Releases and News Agency copies. • Assignment: Newspaper reading and comparative study between two leading newspapers | 9 | 1,2 | 1 |
| 3 | Basics of Editing <ul style="list-style-type: none"> • Editing – Need and importance, general principles. 'Copy tasting', Editing for clarity, accuracy, objectivity, consistency, fairness, taste, balance, legal appropriateness, tone, sexism, and stereotyping; stylebook and house styles. • Proofreading vs copyediting. Editing and proofreading symbols. • Tight writing, rewriting, condensing stories, slanting, and localizing news, editorial writing, writing headlines and captions, selection of photographs, terminologies. | 5 | 1 | 1 |
| 4 | Newsroom Hierarchy <ul style="list-style-type: none"> • Roles and responsibilities of the Editor, News-Editor, Sub-Editor/Copyeditor. • The editorial process and decision-making. • Understanding teamwork and news flow from desk to print | 4 | 3 | 1 |

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| Module | Content | Teaching Hours | CO | PO |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----|----|
| | | | | |
| 5 | Opinion Columns <ul style="list-style-type: none"> Column and Columnist. Importance of column. Letter to the Editor. Editorial, Importance; Proof reading; Symbols of proof reading. Duties and responsibilities of proofreaders. The News Agencies: functions; Styles of Agency reporting; Various international News Agencies; Political reporting, Financial reporting, Sports reporting | 6 | 3 | 1 |
| 6 | Mobile Journalism (MoJo) <ul style="list-style-type: none"> What is MoJo? Tools and equipment Mobile shooting, editing, publishing MoJo ethics and best practices Assignment: Create a short mobile news report | 5 | 4 | 8 |
| 7 | Citizen Journalism <ul style="list-style-type: none"> Meaning and relevance in a democratic society Platforms for citizen reporting Legal and ethical implications Case studies (Indian and global examples) | 5 | 4 | 8 |
| 8 | Specialized Journalism & Story Forms <ul style="list-style-type: none"> Narrative journalism, feature writing, profiles Coverage of press conferences & events Drafting stories from press releases, agency copies Introduction to beat reporting: political, business, sports, environment | 5 | 4 | 8 |

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Suggested reading

- News Reporting and Editing – K M Srivastava
- Professional Journalism – M V Kamath
- Basic News Writing – Melvin Mencher
- Theory and Practice of Journalism – B N Ahuja
- News Editing Theory and Practice – Sourin Banerjee
- Editing and Design – Harold Evans
- The Art of Modern Journalism – J J Aster
- Professional Journalists – John Hohenberg
- Journalist's Handbook – M V Kamath
- Manuel Castells, The Internet Galaxy
- Interactive Design for New Media and the Web, Juppa
- Online News gathering: Research and Reporting, Quinn & Lamble
- Convergent Journalism: An Introduction, Quinn & Filak

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Paper Name: Print & New Media Practical

Paper Code: FYBMS 591

Credit: 2

Objective: This paper will help students to understand the basics of Print Journalism, with a special focus on news reporting and editing and also to make students understand how new media is a break away from traditional media and to make them appreciate the true scope and potential of new media.

Course Outcome

- 1. Writing news reports, headlines and opinion pieces for feature editorials and op-editorials**
- 2. Design the structure of newspaper, newsletter and magazine**
- 3. Final writing and publication of a newspaper, creation, curation and publication of a blog**
- 4. Analyse and edit reports for publication in a newspaper and a blog**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----|----|
| 1. | Publication of a Newspaper <ul style="list-style-type: none">News gathering, reporting, editing, make up and publication of the newspaper | 20 | 1 | 10 |
| 2. | Publication of a Blog <ul style="list-style-type: none">Creation, reporting, editing and final upload of a full-fledged Blog | 20 | 3 | 10 |
| | Total lab hours | 40 | | |
| | Total self-paced practice hours | 10 | | |

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Paper Name: Advanced Film Theory & Practice

Paper Code: FYBMS 502

Credit: 3

Objective: This paper introduces the students to some major film theories. The paper also delves into the different international filmmakers as well as understanding the evolution of non-fiction and documentary films. It also discusses the key history of Indian cinema and the rise of web series and OTT platforms around the world.

Course Outcome

- 1. Understanding the basics of theoretical approach towards the formation of concepts**
- 2. Familiarising oneself with the many modes and perspectives existing in film culture**
- 3. To learn about the changing technology, tastes and trends of today's film audiences**
- 4. To understand the positioning of Indian cinema within the given context of the module**
- 5. Initiative towards bringing out new and unique ways to expand film and allied content**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----|----|
| 1. | Major Film Theories <ul style="list-style-type: none">Revision of Semiotics and the Eight Syntagmas of Christian MetzPsychoanalytical Theories: Freudian psychoanalysis, Jung's idea of collective unconscious and archetype, Lacan's theory of mirror phase and development of the ego; "The Imaginary Signifier" by Christian Metz; Psychoanalytical analysis of a filmFeminist Film Theory: What is feminism, its four waves, works of early feminist scholars like Marjorie Rosen & Molly Haskell; Laura Mulvey's Visual Pleasure & Narrative Cinema; Feminism and Indian cinema; current trends from feminist perspective | 12 | 1,5 | 1 |

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|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----|----|
| 2. | Indian Cinema I <ul style="list-style-type: none"> Silent era, the Talkies, the Studio era, rise of individuals: Guru Dutt, Raj Kapoor, Golden Age of Hindi Cinema, The Angry Young Man phenomenon, and some Popular Indian Film Genres | 6 | 3,4 | 10 |
| 3. | Indian Cinema II <ul style="list-style-type: none"> Parallel Cinema: Satyajit Ray, Ritwik Ghatak, Mrinal Sen Indian New Wave: Mani Kaul, Shyam Benegal, Govind Nihalani Multiplex Cinema, Globalization and Bollywood | 6 | 3,4 | 5 |
| 4. | An overview of Non-Fiction Genres <ul style="list-style-type: none"> Actuality, documentary, corporate, promotional film, propaganda film, training film, educational film The evolution of documentaries from the Early Period to Today: Flaherty, Grierson, Bert Haanstra, Basil Wright, Anand Patwardhan, Michael Moore. Leni Riefenstahl should also be discussed and debated | 9 | 2,3 | 3 |
| 5. | International Auteurs <ul style="list-style-type: none"> Wong Kar-Wai, Alejandro González Iñárritu, Rituporno Ghosh, Mira Nair, Bong Joon-Ho, Abbas Kiarostami and Kim Ki-duk | 6 | 2,4 | 9 |
| 6. | Web Series and OTT Platforms <ul style="list-style-type: none"> A look at the changing landscape of audiovisual narrative with the rise in popularity of OTT platforms Project: Students can perform a detailed analysis of any 3 films/short- films/web series of their choice | 6 | 3,5 | 11 |

Suggested readings

- How to Read a Film by James Monaco
- Film Art by Bordwel & Thompson
- History of Narrative Film by David Cook
- Film Theory & Criticism (Anthology of essays) Ed. Leo Braudy, Marshal Cohen
- Cinemas of India (Pub: Macmillan)
- Directing the Documentary by Michael Rabiger

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Paper Name: Advanced Film Theory & Practice – Practical

Paper Code: FYBMS 592

Credit: 2

Objective: This paper will help the students understand how a director, with the help of technicians, creates a diegetic world and populates this world with characters. Students will learn the step by step process of making a fiction film.

Course Outcome

- 1. Understanding lighting and cinematographic techniques**
- 2. Demonstrate the role of a production team**
- 3. Understanding the audio for films**
- 4. Understanding advanced film editing**
- 5. Writing Script & Screenplay for films**
- 6. Producing a fiction short film**
- 7. Producing a documentary short film**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------|--------|
| 1. | Advanced camera and lighting exercises <ul style="list-style-type: none">The lens as a narrative element Camera movements and accessories required for these movements: Rigs, gimbal | 10 | 1 | 5 |
| 2. | Location sound recording and audio post production <ul style="list-style-type: none">Recording dialogues during shootingRecording sound effects and ambienceDubbingTrack laying and mixingMixing for stereo | 6 | 3 | 3,5 |
| 3. | Advanced editing exercises (Adobe premiere Pro / FCP 10) <ul style="list-style-type: none">Exercises in continuity editing, Filmic space and time through editing, graphic and rhythmic editing, editing a trailer of a film | 6 | 4 | 3,5 |
| 4. | Production for a fiction film & Documentary Film (4-6 students in a group) <ul style="list-style-type: none">Story, screenplay, location hunting, production designProduction of a fiction film of 10 – 15 minute duration | 18 | 2,5,6,7 | 5,9,12 |

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| | <ul style="list-style-type: none">• Production of a Documentary Film of minimum 15 minute duration | | | |
| | Total lab hours | 40 | | |
| | Total self-paced practice hours | 10 | | |

Suggested reading

- Movies & Methods (2 vols.), Pub: Seagull Books
- The Technique of Film Editing – L. Reisz & G. Millar
- Oxford History of World Cinema
- A History of Narrative Film – David Cook
- How to read a film – James Monaco
- The Oxford Guide to Film Studies
- Film Theory & Criticism – Ed. Leo Braudy & Cohen
- Non-Fiction Film: A Critical History – R. M. Barsam
- Documentary: A History of Non-Fiction film – E. Barnou
- Directing the Documentary by Michael Rabiger

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Semester 6

Paper: Advanced Broadcast Media: Television & Radio

Paper Code: FYBMS 601

Credit: 3

Objective: This paper will familiarize the students with the functioning of a television news channel, TV studio fitted with a multi camera set up and also the modalities of live telecast. The objective of this paper is to familiarize the students with the technical aspects of television production, broadcasting technologies and understanding of the media business.

Course Outcome

- 1. Understand the organisation structure and working of television and radio channels**
- 2. Understand the various broadcasting technologies**
- 3. Understand the implication of digital technology in audio-visual production**
- 4. Understand the nature of media business**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----|-----|
| 1. | Working & organisational structure of a Television News Channel and Radio Channel <ul style="list-style-type: none">Television News Channel: Editorial, Production, Shoot Floor, PCR, MCR, IT & Satellite Communication, MarketingRadio Channel: Content & Research, Marketing, Recording Room, Live Studio | 8 | 1 | 1,9 |
| 2. | Key persons in Television & Radio Channel <ul style="list-style-type: none">Television: News Editor, Bulletin Producer, Panel Producer, Programmer ProducerRadio: RJ, Programme Producer, Executive ProducerTypes of Radio Studio and studio equipment | 8 | 1 | 1,9 |
| 3. | Television Production <ul style="list-style-type: none">Importance and utilities of different file formatsUnderstanding different audio-video formatsCODEC and compressionQuality and file size | 8 | 3 | 3,5 |

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|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|------|
| 4. | Understanding Broadcasting Technologies <ul style="list-style-type: none">• Radio Waves, Modulation• Terrestrial Broadcast, Satellite Broadcast, Cable Network, CAS and DTH, Internet Protocol Television, OTT and other streaming media• Uplink and Downlink• Satellite, Transponder, Earth station• Outdoor Broadcast Technologies: OB Van, Bag pack (Cellular Bonding)• Working of a Television News Channel: The process of broadcasting (Live & Recorded content) | 15 | 2 | 1,5 |
| 5. | Understanding Media Business <ul style="list-style-type: none">• Understanding audience measurement and its business implications• TAM, TRP and GRP: their meaning, procedure and usage | 6 | 4 | 1,11 |

Suggested reading

Indian Broadcasting - H. R. Luthara

Television Production Handbook – Zettl, Thomson Wordsworth

Video Production by Vasuki Belavadi – Oxford University Press

Editing Today – Smith, Ronf & O'Connel

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Paper: Advanced Broadcast Media: Television & Radio - Practical

Paper Code: BMS 691

Credit: 2

Objective: This paper will provide opportunity to the students for hands on practical projects on Television and Radio programme production.

Course Outcome

- 1. Understanding advanced video editing**
- 2. Understanding basics of VFX**
- 3. Understanding advanced audio editing**
- 4. Hands on experience on audio-visual production**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|------------|
| 1. | Compositing, Colour Correction and Sound Designing <ul style="list-style-type: none">• Video compositing with graphics, text animation, motion tracking and VFX• Basics of colour correction• Advanced sound designing using Folly using audio editing software like Logic Pro or Nuendo or Adobe Audition | 20 | 1,2,3 | 1, 5,12 |
| 2. | Practical Projects (in a group of 2 -3 students) <ul style="list-style-type: none">• Production of TV news package story to create a news bulletin• Conceptualizing a non-fiction programme series (10 – 13 episodes): Prepare complete proposal with concept note, target audience etc., Produce Pilot episode of the series/Making a short documentary film with Promo• Production of a Television Commercial of 30 seconds• Production of a Musical Radio programme of 30 minutes, on a particular theme. | 20 | 4 | 5,9,11, 12 |
| | Total Lab hours | 40 | | |
| | Total self-paced practice hours | 10 | | |

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Paper: Advanced Integrated Marketing Communication

Paper Code: FYBMS 602

Credit: 3

Objective: To introduce the concepts of Integrated Marketing Communication and provide an overview of different forms of Marketing techniques.

Course Outcome

- 1. Understand the basics of marketing mix**
- 2. Understanding consumer behaviour**
- 3. Understanding product life cycle and pricing policies**
- 4. Understand the importance of various promotion strategies**
- 5. Understand the importance of distribution management**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----|-----------|
| 1. | Introduction to marketing concept <ul style="list-style-type: none">• Its relevance in India• Marketing Mix• marketing structures and systems• Environmental scanning and market opportunity analysis | 6 | 1 | 2,3 |
| 2. | Buyer Behaviour <ul style="list-style-type: none">• Household and institutional/organisational• Market segment and segmental analysis• Market estimation - Market potential, demand forecasting and sales forecasting• Marketing Information Systems, Marketing Research, Market Planning | 12 | 2 | 2,3,4 |
| 3. | Product mix decisions <ul style="list-style-type: none">• Product identification, product life cycle, branding and packaging• New product development and management• Pricing policies, structures and methods• Concepts of regulated prices in selected industries | 12 | 3 | 4,6,7, 11 |

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|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|------------|
| 4. | Promotion decision <ul style="list-style-type: none">• Communication process, promotion mix, promotion strategies with reference to consumer and industrial products• Advertising and personnel selling decision• Types of Radio Studio and studio equipment | 9 | 4 | 6,8 |
| 5. | Distribution Management <ul style="list-style-type: none">• Importance of distribution in developing country• Role of middle man, identification, selection and managing dealers• Distribution Channels Management - Physical distribution• Performance and control - Marketing Audit | 6 | 5 | 2,3,1 1 |

Suggested reading

- Marketing Management - Kotler, Keller, Koshy & Jha – 14th edition,
- Marketing – Asian Edition – Paul Baines, Chris Fill, Kelly Page and Piyush K.Sinha – Oxford Publications
- Good to Great – Jim Collins
- “Contagious: Why Things Catch On” by Jonah Berger

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Paper: Integrated Marketing Communication II Practical

Paper Code: FYBMS 692

Credit: 2

Objective: To introduce the concepts of Integrated Marketing Communication and provide an overview of different forms of Marketing techniques.

Course Outcome

- 1. Analysis and interpretation of marketing mix**
- 2. Demonstrate the knowledge of IMC through execution of a live project**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|----------------------------------------|----------------|----|---------|
| 1. | Case Studies | 8 | 1 | 2,3,4 |
| 2. | Presentations | 12 | 1 | 2,3,4 |
| 3. | One IMC live Project | 20 | 2 | 9,11,12 |
| | Total lab hours | 40 | | |
| | Total self-paced practice hours | 10 | | |

Suggested reading

- Marketing Management - Kotler, Keller, Koshy & Jha – 14th edition,
- Marketing – Asian Edition – Paul Baines, Chris Fill, Kelly Page and Piyush K.Sinha – Oxford Publications
- Good to Great – Jim Collins
- “Contagious: Why Things Catch On” by Jonah Berger

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Paper: Media Laws and Ethics

Paper Code: FYBMS 603

Credit:4

Objective: To make students aware of the ethical practices for a media professional to follow; to make them aware of the laws that govern the media industry.

Course Outcome

- 1. Understand the concept of laws and ethics**
- 2. Understand the basics of Indian constitution and fundamental rights**
- 3. Understand various laws and acts related with media**
- 4. Analyse the implementation of various laws and acts in the working of media**

Course Content

| Module | Content | Teaching Hours | CO | PO |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----|-------|
| 1. | Introduction to Law and Ethics <ul style="list-style-type: none">• Definition of LAW• Definition of ETHICS• Code of Ethics• Difference between Law and Ethics• Press Law• Definition, Meaning, Newspaper, Newspaper establishment | 6 | 1 | 1,6,8 |
| 2. | Freedom of The Press <ul style="list-style-type: none">• Introduction• Constitution of India• Concept of Press Freedom• Constitutional Status of the Media• Freedom of Speech and Expression 19 (1) (a)• Constitutional Restriction | 8 | 2 | 1,6,8 |
| 3. | Defamation <ul style="list-style-type: none">• Libel• Slander• Blasphemy• Sedition Compulsory Projects, Assignments and presentation based on case studies | 6 | 3 | 1,6,8 |

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| 4. | Intellectual Property Rights, Copyright and Other Small Acts <ul style="list-style-type: none"> • The Press and Registration of Books Act • Official Secrets Act • Delivery of Books and Newspapers (Public Libraries) Act • Working Journalists and other newspaper employees (Conditions of service and miscellaneous provisions) Act • Young Person (Harmful Publications) Act • Parliamentary Proceedings (Protection of Publications) Act • Freedom of Information Act, Indecent Representation of Women (Prohibition) Act Projects, Assignments and Presentation based on realistic recent Case Studies | 8 | 3 | 1,6,8 |
| 5. | Press Council of India and Press Information Bureau | 6 | 3 | 1,6,8 |
| 6. | Cable Television Act, Prasar Bharati and Broadcasting Council of India | 5 | 3 | 1,6,8 |
| 7. | Cyber Laws, Cyber Crime Vis – A – Vis Information Technology Act Projects, Assignments and Presentation based on realistic recent Case Studies countering recent cyber-crime trends | 6 | 3,4 | 1,2,6,8,10 |
| | Total teaching hours | 45 | | |
| | Total tutorial hours | 15 | | |

Suggested reading

- Cyber Law: The Indian perspective
- Laws of the Press in India – Justice Durgadas Basu
- Press and Press Laws in India – H P Ghosh
- Justice and Journalist – Debanjan Banerjee
- Press Laws – Nirod Kumar Bhattacharya
- Mass Media and Related Laws in India – B Manna
- Essential Laws for Information – R M Taylor
- Gaping for Ethics in Journalism – Eugene H Goodwer
- Media Law and Ethics – M Neelamalar
- Nature of Cyber Laws – S R Sharma – Pavan Duggal